

# To guard your complexion —learn these simple facts

Just as an artist can work too hard on a picture—and spoil it, so a woman can work too hard on her complexion—and injure it.

How many skin troubles come from too much massage, over-manipulation, improper cleansing methods, or the use of unsuitable soap, only physicians know.

Here are a few simple facts you should know about your complexion:

*The skin of your face is full of tiny pores which throw off moisture and impurities.*

*Your face has also a multitude of what scientists call sebaceous glands which secrete natural fats*

*and oils. Without these the skin would be drawn and rough.*

*It is easy to understand, then, that if by mistreatment, or by the use of unsuitable soap, you fill up the pores or dry up the glands, these little organs will cease to work properly and trouble will result.*

In order to remove dirt from pores and the skin surface, soap is necessary, for the dirt that accumulates there combines with the oil and cannot be completely removed by any other method than soap-and-water washing.

Wash sensibly with pure, mild soap and healthful, refreshing cleanliness will result.

Ivory Soap cleanses thoroughly without needing to be rubbed in, yet it also cleanses gently without robbing the skin of its natural oil.

Daily washing with Ivory Soap and warm water, followed by a dash of cold water, is the very best cleansing treatment for your skin.

Ivory Soap is both thorough and safe because it is a pure soap, made of the very finest ingredients blended into a bland, neutral, mild soap of creamy whiteness—just such a soap as the best medical authorities recommend. Ivory's difference from all other soaps is quickly revealed after a few days of its use.

PROCTER & GAMBLE

## IVORY SOAP

99<sup>4</sup>/<sub>100</sub>% PURE IT FLOATS



Chapter CLXXVII of the Professor's heavy tome on "The Development of Civilization in America" begins thus:

"On a December morning in 1842 in the City of Cincinnati, the first running-water bathtub in America was used for the first time. On a day in August, 1879, in the same City, the first cake of Ivory Soap was made—it was pure, and it floated in the bath."

"These two events, combining to make daily bathing convenient, safe and pleasant, helped materially to raise the standard of living and health, and must therefore be given great credit for the amazing strides taken by America in the last half century."

Sob. Sob. Sob.

"Why, Mrs. Folderol, what is the matter?"

"Oh, I wish I hadn't listened to that Mrs. Prowl. Oh, I wish I hadn't used that beauty soap. Oh, I wish I hadn't massaged my face with it." Sob. Sob. Sob. "Oh, I wish my face didn't sting so! Oh, I wish—I wish I could go to the dance tonight. Oh, I wonder what Jack (husband, of course) will say when he finds I'm not going because my face is red!"

Next time, Mrs. Folderol—next time—just a gentle, natural washing with I-v-o-r-y Soap.



"Hurrah for Mother!"

What might look like an undignified demonstration by the Jollyco family is really a celebration of Mrs. Jollyco's election to the School Board, as announced by the evening paper.

Mrs. J. went into the contest on a health platform and promised that if elected she would do everything in her power to provide larger and better washrooms, more shower-baths, and plenty of pure soap for the school children.

The paper's headline is, "Mrs. Jollyco Floats In a Winner on a Cake of Ivory Soap."

### A Flaked Soap which meets the important safety test

Before you trust your costly fine fabrics to any soap in any form, a doubt naturally comes up in your mind.

"Is this soap really safe?"

Ask yourself: "Would I be willing to use this soap on my face?"

A soap which is too strong for your face is naturally too strong for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test.

For Ivory Soap, pure, mild, gentle, white—has protected the faces and hands of millions of women since 1879.

Ivory Flakes offers you a real margin of safety for cleansing the very finest garments you own.

